

## ORDER



KSNV

**Orders**  
**Order / Rev:** 105148  
**Alt Order #:** 06838589  
**Product Desc:** AMER FOR PROSPERITY  
**Estimate:** 465  
**Flight Dates:** 08/22/12 - 08/27/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Mentzer Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Ave.  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Americans for Prosperity  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	59	\$49,050.00	\$41,692.50
08/27/12	08/27/12	14	\$10,550.00	\$8,967.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	59	\$49,050.00	\$41,692.50	0.00
September 2012	14	\$10,550.00	\$8,967.50	0.00
<b>Totals</b>	<b>73</b>	<b>\$59,600.00</b>	<b>\$50,660.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$700.00		0.00			
E 2	KSNV	08/22/12	08/24/12	Today Show	CM	658a-9am	--WTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,400.00		0.00			
E 3	KSNV	08/22/12	08/24/12	M-F Today Show II 3rd Hour	CM	9-10a	--WTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$500.00		0.00			
E 4	KSNV	08/22/12	08/24/12	M-F Today Show III 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$325.00		0.00			
E 5	KSNV	08/22/12	08/24/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 105148  
 Alt Order #: 06838589  
 Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans for Prosperity  
 Product Desc: AMER FOR PROSPERITY  
 Estimate: 465  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KSNV	08/22/12	08/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$325.00		0.00			
E 6	KSNV	08/22/12	08/24/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$450.00		0.00			
E 7	KSNV	08/22/12	08/24/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,000.00		0.00			
E 8	KSNV	08/22/12	08/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,000.00		0.00			
E 9	KSNV	08/22/12	08/24/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$800.00		0.00			
E 10	KSNV	08/22/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$1,100.00	1	0.00	NM	6	\$6,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,100.00		0.00			
E 11	KSNV	08/22/12	08/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$425.00		0.00			
E 12	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					2	\$325.00		0.00			
E 13	KSNV	08/25/12	08/25/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$625.00		0.00			
E 14	KSNV	08/25/12	08/25/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					2	\$650.00		0.00			
E 15	KSNV	08/25/12	08/25/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					2	\$500.00		0.00			
E 16	KSNV	08/25/12	08/25/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$375.00		0.00			
E 17	KSNV	08/25/12	08/25/12		CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00

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**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$1,100.00		0.00			
E 18	KSNV	08/26/12	08/26/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$325.00		0.00			
E 19	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$625.00		0.00			
E 20	KSNV	08/26/12	08/26/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
Meet the Press															
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$3,000.00		0.00			
E 21	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Chris Matthews SUN 9:30am															
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$500.00		0.00			
E 22	KSNV	08/26/12	08/26/12	NFL Football	CM	1P-9PM	-----S	:30	2	\$3,200.00	1	0.00	NM	2	\$6,400.00
NFL Football															
NFL PRESEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					2	\$3,200.00		0.00			
E 23	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$1,100.00		0.00			
E 24	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$400.00		0.00			
E 25	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$700.00		0.00			
E 26	KSNV	08/27/12	08/27/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$1,400.00		0.00			
E 27	KSNV	08/27/12	08/27/12	M-F Today Show II 3rd Hour	CM	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
M-F Today Show II															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$500.00		0.00			
E 28	KSNV	08/27/12	08/27/12	M-F Today Show III 4th Hour	CM	10am-11am	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$325.00		0.00			
E 29	KSNV	08/27/12	08/27/12		CM	11am-12pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00

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 Estimate: 465  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$325.00		0.00				
E 30	KSNV	08/27/12	08/27/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				Dr Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$450.00		0.00				
E 31	KSNV	08/27/12	08/27/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$1,000.00		0.00				
E 32	KSNV	08/27/12	08/27/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Jeopardy/Wheel of Fortune											
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$1,000.00		0.00				
E 33	KSNV	08/27/12	08/27/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
				Face to Face w/ J.Ralston											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$800.00		0.00				
E 34	KSNV	08/27/12	08/27/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$1,100.00		0.00				
E 35	KSNV	08/27/12	08/27/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
				Tonight Show											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$425.00		0.00				
													Totals	73	\$59,600.00